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ABSTRACT

Who watched "Sesame Street" and with what frequency at different socioeconomic levels? This utilization study provides answers to the question by compiling data from national ratings, special surveys commissioned by the Children's Television Workshop, and unsolicited, independently conducted surveys which were brought to the Workshop's attention. Nine projects were reviewed and summarized into a viewing profile chart. The chart presents information on title and date of survey, surveyor, purposes of survey, character of sample, size of sample, availability on UHF, VHF, and Cable TV and percent of penetration. The results of the projects showed a highly encouraging rate of viewing and supported the need for special efforts to promote wider viewing, especially in low income neighborhoods and in communities served only by UHF stations. (WY)

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THE FIRST YEAR OF SESAME STREET:

A SUMMARY OF AUDIENCE SURVEYS

Compiled by Bruce Samuels

Children's Television Workshop
1865 Broadway
New York, New York 10023

December 1970

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The question of who watched "Sesame Street" during its first experimental season, and with what frequency at different socio-economic levels, is an important one. The purpose of this report is to present what is known about this question from a combination of national ratings, special surveys commissioned by the Children's Television Workshop, and unsolicited, independently conducted surveys which have been brought to the Workshop's attention.

"Sesame Street" is the first program in the history of television to combine the expensive techniques of popular commercial television with serious instructional content. Because the show was to carry a full complement of instructional content, it was not expected to compete, in the survey sense, on a par with popular, non-instructional television fare for children. The production ideal was to maximize both audience appeal and instructional quality without compromising either. However, the show's justification clearly had to lie more with its achievement of its instructional objectives than with its ability to capture a large audience.

Because of this view, the greatest emphasis in the follow-up testing of the program was placed on the measurement of achievement rather than penetration. However, for all this, it was still necessary and desirable to chart the viewing profile, especially across socio-economic levels, as a means of providing information about the extent of the need for special adjunct efforts to promote viewing and other forms of utilization. A national audience estimate considered along with the achievement-testing results would also be useful for determining the program's cost-effectiveness.

For decision-making purposes, very little survey information is required in order to establish the need for special promotional efforts. Where the program is transmitted only on UHF, as it has been even in some major urban centers, there is a substantial non-viewing audience. And where this affects so-called disadvantaged areas, there is a particular need to promote viewing. Consistent with this position, the number and size of audience surveys during the initial broadcast season were minimal. Additional surveys related to the second experimental broadcast season will not be a part of this report.

Briefly summarized, the results of the studies reviewed here show a highly encouraging rate of viewing. At all socio-economic levels, the audience estimates far exceed even the most optimistic estimates based on the experience of earlier educational programs. At the same time, the results support the need for special efforts to promote viewing, especially in low-income neighborhoods and in communities served only by UHF stations.

INTERPRETIVE GUIDELINES

A number of special considerations bear upon an interpretation of the surveys reviewed here. Some of the studies were commissioned by Children's Television Workshop directly; some were neither commissioned nor solicited; and still others were designed to help guide planning for special promotional projects. As a result, while most of the studies served their various special purposes very adequately, it is not strictly possible to cross validate them by comparing their results. Below is a list of factors which could affect comparisons or interpretations of the various results compiled:

1. Weeks into the Broadcast Season

This is probably the single most important variable. Some surveys were taken as early as the end of the first week of viewing (November 17, 1969), while others were conducted in May 1970, six months after the show first went on the air. For one-shot surveys, especially those taken early in the season, the audience may not yet have been established and no growth pattern could be projected. By the Spring of 1970, the show had probably established a "regular" audience.

2. Key Penetration Question

The actual question asked to determine penetration of the show varied from study to study and may have affected the reply. Below are two different questions from two different surveys:

a. "Do (children's names) ever watch a daytime program on television called 'Sesame Street'?"

b. "Have you heard of the new hour-long television show for preschool children that began broadcasting last week?"

3. Method of Contact

Most surveys were taken by in-person interview, but some were done by telephone, mailed questionnaire or even electronic television pick-up.

4. Survey Objective

The overall purpose of the various studies differed. Some studies were pure penetration surveys; others were concerned both with penetration and opinion on effectiveness of the show; a third type of study sought information for planning campaigns to encourage viewing or campaigns for distribution of adjunct (printed) materials, such as the monthly Parent-Teacher guide.

5. Character of Sample

a. Ages of children sampled varied from study to study. Age qualifications ranged from 3- to 5-year-olds, to 2- to 6-year-olds, to any "child" in the household.

b. Ethnic composition. The samples varied from survey to survey, depending on the particular survey objective.

c. Socio-economic composition. Here again, the goal of the particular survey dictated the composition of the sample.

6. Size of Sample

The size of sample varied from seventy-five to over one thousand.

7. Local Availability and Accessibility of "Sesame Street."

Some of the variables under this factor are:

a. VHF vs. UHF

In Washington, D.C., one city where the show was only available over UHF transmission, one fifth of the sample did not have UHF reception capability. Another sizeable portion never watched the UHF at all.

b. Commercial vs. Non-commercial (ETV)

In New York City "Sesame Street" appeared on both a commercial VHF station (WPIX-Channel 11) and the non-commerical station (WNDT-Channel 13), both VHF stations.

c. Cable vs. Non-cable

In Charlottesville, Virginia, the site of one unsolicited survey, the show appeared only on cable TV. The effect on sample composition in terms of socio-economic status is indeterminable.

d. Time of Day

The Children's Television Workshop considers 10:00 A.M. in the morning and 4:00 or 5:00 in the afternoon to be prime times for reaching the preschool audience. Some of the cities surveyed had the show on at those times and others did not, depending on local scheduling decisions.

LIST OF KNOWN SURVEYS

Below is a list of known surveys relating to the first experimental broadcast season of "Sesame Street." These were undertaken by the various agencies indicated and at various times into the six-month broadcast season, which began November 10, 1969.

A. By Daniel Yankelovich, Inc. - Ghetto Communities (CTW - commissioned)

1. Bedford Stuyvesant, Brooklyn, N.Y.C.
2. East Harlem, Manhattan, N.Y.C.
3. Washington, D.C.
4. Chicago, Ill.

B. By Miss Susan C. Greene - Philadelphia Ghetto Community (Master's Thesis)

C. By Children's Television Workshop - (In-House)

1. Melba Taylor - Bruce Samuels (Audience Development Research)

a. New York City

b. New Jersey (Northern Communities)

c. Connecticut (Selected Cities)

d. School Testing Service (New York Metropolitan area, in cooperation with WNDT, Channel 13).

D. By Educational Testing Service (Survey Implications taken from the ETS National "Sesame Street" Achievement Study)

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1. Boston, Mass.

2. Durham, N.C.

3. Phoenix, Ariz.

4. Northeastern California (Rural low-income area)

E. Miscellaneous - Unsolicited Surveys

1. Charlottesville, Va. - (College class project)

2. Milwaukee, Wisc. - " " "

F. By the A.C. Nielsen Company - Nielsen TV Index - National Survey - (Provided to CTW courtesy of NBC-TV and the A.C. Nielsen Company).

1. Nationwide Index for two-week period ending December 7, 1969 - by income groups.

2. Nationwide Index from November 24, 1969 to March 8, 1970.

3. Nationwide Index for four weeks ending February 8, 1970 - by income groups.

4. Boston Area Index for February 1970.

G. Arbitron - Share of total TV audience in N.Y.C. Area - (Provided to CTW by NBC-TV).

H. Audience Survey - Boston general area (WGBH-TV survey)

I. Metropolitan NY Public School Utilization Survey - (In-House)

Below is a review of the highlights of each survey mentioned in the preceding list.

A. "A Report of Three Studies on the Role and Penetration of "Sesame Street" in Ghetto Communities", by Daniel Yankelovich, Inc., New York

1. Conducted in the Bedford-Stuyvesant and East Harlem areas of New York City and Washington, D.C.

2. Commissioned by Children's Television Workshop

3. Date of report: April 1970

4. Summary

a. The Bedford-Stuyvesant study was designed to measure the penetration and judged teaching success of "Sesame Street" in the ghetto.

The survey was accomplished using local black interviewers who followed a randomized systematic pattern. A total of 1676 households were contacted, 500 of which qualified for the interview. In order to qualify a respondent had to have children aged from 2 to 5 years in her house five days a week plus at least one working television set. Day-time interviews of mothers or baby-sitters were done in person.

Penetration was determined by asking the following questions:

"Do (children's names) ever watch a day-time program on television called "Sesame Street?"

"Let's make sure we're talking about the same program. Here's a picture with some of the characters they show on "Sesame Street." Now do you recall whether the children (2 to 5 years) ever watch this program?"

The first question is referred to as being unaided inquiry while the second is aided.

The results of these questions were as follows:

Viewing of "Sesame Street"

	Unaided	Aided
Yes	90%	91%
No	8%	8%
Not Sure	2%	1%

Facts:

1. 60% of the children can be counted as regular viewers of the program.

2. 69% of the children watch the show on WPIX (Channel 11), which indicates both the importance of a commercial VHF channel and the time of showing. 38% watch WNDT (Channel 13) while only 3% on UHF (Channel 31).

3. 75% of the older children (6 to 12 years) watch the show.

b. The East Harlem study was conducted as an addendum to the Bedford-Stuyvesant study to determine the effects of the show among Puerto Rican and other Spanish-speaking households. The methodology was the same as that of the Bedford-Stuyvesant study, but since the total sample was only 100 cases, the estimates of penetration are intended only for the internal guidance of the Workshop. Five hundred ninety-seven households were contacted and 100 completed interviews were obtained. All the interviewers were bilingual, and 25% of the interviews were conducted in Spanish.

The results were as follows:

Viewing of "Sesame Street"

	Unaided	Aided
Yes	77%	78%
No	21%	18%
Not sure	2%	4%

Facts:

1. 91% of the viewers can be counted as watching three or more times a week.

2. 73% of the viewers watch the show on WPIX (Channel 11), 54% on WNDT (Channel 13), and only 1% on UHF (31).

c. The Washington, D.C. study was conducted solely for the internal guidance of the Workshop. The purposes of the study were to determine the availability of UHF ("Sesame Street" appeared only on UHF), and limitations of this factor in penetration of the show. Of interest, also, were children's reactions to the show.

The methodology was the same as the other two Yankelovich surveys above. Two hundred ninety-seven interviewees qualified out of 737 households contacted.

The results, briefly summarized, were that 20% of the households covered had no UHF. Only 63% watch WETA (Channel 26, UHF station) and the penetration of "Sesame Street" is 32%. Sixty-six per cent of these viewers qualified as "regular", by watching at least four times a week. Ten per cent of the mothers mentioned specifically that they regarded "Sesame Street" as pre-school training and as an aid to children in starting kindergarten or school.

d. The Chicago black ghetto study was conducted to determine the extent of penetration by "Sesame Street" in a city where, in contrast to New York, the show was transmitted only on educational television (Channel 11, WTTW - VHF at 9:30 A.M. and 3:30 P.M.) and not supported by an extensive utilization program. Respondents were qualified for the study according to the same criteria used in the studies above, and the same methodology was followed.

Five geographically widespread ghetto areas in Chicago were selected at random from the heavy populated black areas of the city. Black interviewers conducted the survey and found that 40% of the households covered included no regularly employed adult. This was considered a good indication that the survey reached the "Sesame Street" target audience. Of the 922 households contacted, 307 qualified.

The results based on 307 completed interviews were that:

1. 88% of those interviewed watch the program.
2. 50% of the viewers are daily viewers
3. Most viewers who watch the show once a day watch it in the morning.
4. Most older children (6 to 12 years) watch the show.

B. "Sesame Street: Is the Inner City Watching?", - extract of a Master's thesis by Susan C. Greene, University of Pennsylvania, Philadelphia, Pennsylvania.

1. Conducted in a North Philadelphia ghetto community.
2. Not commissioned by Children's Television Workshop.
3. Date of Report: May 1970
4. Summary

This survey was conducted to measure the penetration and attractiveness of "Sesame Street." It was conducted over a four-week period in the months of March 1970 by local black women who were experienced in working with neighborhood schools. This in-person survey was conducted only during the two actual hour-long periods each week day that "Sesame Street" was aired in Philadelphia (9:00 to 10:00 A.M. and 4:00 and 5:00 PM). The significance is that although a different methodology

was used, the study appears to validate the level of viewing found by other studies using other methods.

Interviewees were randomly selected among those who met the following criteria:

Interviewees had to have children from 2 to 5 years in their homes five days a week plus at least one working television set. Of the 456 households contacted, 252 qualified. Eighty-six per cent of the viewers watch the show four or more times per week. "Sesame Street" was seen, actually being viewed, in 63% of the households interviewed. Another 9% stated that they had watched it either earlier in the day or usually watched it.

The author concluded that, "Children liked "Sesame Street" because it is superior entertainment; parents, because it is educational. 'Sesame Street' is viewed more heavily in the morning than in the afternoon. Its biggest competition is from animated cartoon shows. Most mothers heard about 'Sesame Street' through media used intensively by the black community (TV, the Philadelphia Tribune), by work of mouth (friends, children, relatives) and through the school systems."

C. Audience Development Research by the Children's Television Workshop Utilization Department. Melba Taylor and Bruce Samuels, Researchers.

1. Conducted in New York City, New Jersey, and Connecticut
2. Commissioned by Children's Television Workshop
3. Date of Report: February 25, 1970

4. Summary

In December of 1969 several hundred questionnaires were mailed to schools in the tri-state (N.Y., N.J., Conn.) area. Most of the schools were pre-kindergarten and were located in New York City. One of the main purposes of the questionnaire was to determine the penetration of "Sesame Street" within schools for young children, and those factors limiting penetration. By February 1970, 170 questionnaires had been returned and the number of children represented was 12,453. Eight-two percent of this number were 3-, 4-, and 5-year-olds.

A follow-up study was done on those schools not returning questionnaires. The purpose was to evaluate possible differences between earlier respondents versus non-respondents. Twenty schools were chosen at random from those who had not returned questionnaires from Manhattan in New York, and in-person, in-depth interviews were conducted at these schools.

This follow-up information did not tend to contradict the results obtained from the originally received 170 questionnaires. Those results can be summarized as follows:

School Watching

Fifty per cent of the children watched the show in in school. This figure is high considering the fact that 27% of the centers did not have television sets. Most of the children watch the show more than 3 days a week.

D. "The First Year of Sesame Street: An Evaluation by Educational Testing Service: Samuel Ball, Gerry Ann Bogatz, F. Reid Creech.

1. Conducted in selected nationwide sites.

2. Commissioned by the Children's Television Workshop.

3. Date of Report: November 1970

4. Summary

The primary purpose of this study was to evaluate the instructional effect of "Sesame Street" with 3-, 4-, and 5-year-old children, but certain survey implications can be extrapolated from the report.

Site selection was dependent on five qualifications: 1) area served by VHF, 2) telecasting of show either 9:00 A.M. or 10:00 A.M. daily, 3) geographic location (northeast, south, west), 4) socio-economic status (lower SES and middle SES), 5) availability of trained ETS field staff. However, since no survey implications can be derived from either the middle-class population studies, or from the special Spanish-speaking group, these two groups will not be considered. The population to be considered were English-speaking, lower socio-economic status children numbering 731 of the total sample of 943. These children were from Boston, Massachusetts; Durham, North Carolina; Phoenix, Arizona and a ten-county rural area centered in Butte County, northeastern California.

Most of these children were actively encouraged to watch the show as part of the design of the study; however, the group not encouraged to watch numbered 287. Not-encouraged children were surveyed by a person keeping a TV log of the shows the

children watched, by post-test questionnaires, and by post-testing of children. One hundred seventy-one of these children were in pre-kindergarten schools and 116 were at home. All had access to working televisions. Fifty-three percent of the children watched the show two or more times a week. Thirty-two per cent were regular viewers (4 or more times per week).

E. Miscellaneous Surveys

1. "Main Street, Sesame Street", College Class Project, Charlottesville, Virginia.

a. Conducted in Charlottesville.

b. Not commissioned by Children's Television Workshop.

c. Date of Report: April 1970

d. Summary

An independent unsolicited marketing research project utilizing the telephone interview procedure to study the viewership of "Sesame Street" was conducted in Charlottesville, Virginia (pop. 29,427 in 1960). This study was based on the concern that the "educational gap" would widen if under-privileged preschoolers did not watch "Sesame Street." A null hypothesis was given: "Underprivileged preschool children in Charlottesville do not watch 'Sesame Street'." The criteria used to define "underprivileged" households were: 1) housing conditions, identified by the local City Planning Depart-

ment as deteriorating or blighted, 2) household income below $100 per week, 3) educational level of parent(s) less than high school graduate.

Charlottesville was considered a good area because "Sesame Street" was available only on cable television; UHF familiarity and reception problems were not encountered. A survey was conducted on April 9 -11, 1970, by student wives attending the University of Virginia. The interviewers telephoned women in the "underprivileged" area during airing time of the show (8:00 A.M. and 6:30 P.M.). Six hundred calls were completed but only 75 households had at least one pre-school child "in the home."*

Since only 19 of these households met the criterion of having a weekly income of under $100, the resulting data do not necessarily reflect conditions at the severe poverty level as originally intended by those who conducted the study. Another consideration is that 58% of the total sample could not be identified as currently connected to the cable that carried "Sesame Street." Also, 52 out of the 117 children in the 75 households were either 2 years old or 6 years old and therefore could not be considered "Sesame Street's" primary target audience. And finally, the question, "Do you have a working TV set?" was not asked.

Because of these many limitations in the study, its results, which follow, could be misleading.

*It is not known whether the study refers to "in the home" as living in the house, or at home during the time the survey was conducted.

53% watch "Sesame Street."

Most of these are heavy viewers (63% watch five times or more per week).

42% (8 out of 19) of the underprivileged watch.

2. "Viewing of 'Sesame Street' in Milwaukee", Charles M. Rossiter, Jr. and Nemi C. Jain (faculty of the Department of Communication, University of Wisconsin, Milwaukee).

   a. Conducted in Milwaukee

   b. Not commissioned by CTW

   c. Date of Report: November 1969

   d. Summary

In this independent, unsolicited survey, undergraduate students at the University of Wisconsin, Milwaukee interviewed housewives as part of communication courses taught by the authors of this study. No systematic pattern was followed and each interviewer merely contacted two to three "housewives" in his neighborhood who had preschool children.

The survey was designed to answer three questions:

1) To what extent are people aware of and watching "Sesame Street?"

2) What is the information-relay behavior of people who are aware of the show?

3) What are people's opinions of the show?

The survey also served as education for the students and as the basis for a local, independently lauched publicity campaign for "Sesame Street."

Interviews were conducted during the week of November 17, 1969, one week after the show first went on the air. Of 134 households contacted, 105 (78%) had "heard of the new hour-long television show for preschool children that began broadcasting last week." About 80% of these 105 could recall the name of the show. About 88% of these 105 reported that their child had seen the

show. Fifty-nine per cent of the children watch the show five times or more weekly.

F. Nielsen Television Index, A.C. Nielsen Company, New York City

1. Conducted nationally

2. Not commissioned by CTW

3. Following is a list of some of the surveys done by Nielsen concerning "Sesame Street":

a. "Sesame Street" Ratings by Income Groups, by Ralph T. Clausen (A.C. Nielsen representative)

1. Covered a two-week period ending December 7, 1969

2. Date of Report: January 27, 1970

	Average Audience	
	Per cent of households with TV tuned to show*	Thousands of households per minute.
Composite	2.3	1,350
Household Income		
Lower (under 5,000)	0.7	120
Middle	2.7	560
Upper	3.2	670
Age of Child		
No children	0.2	60
Children (age not a factor)	4.5	1,290
Youngest child under 6 years	9.0	1,210
Youngest child 6 - 17 years	0.6	80
Children 6 - 11 (age not a factor)	4.0	590

*Based on 58.5 million television households.

b. Nationwide Index from November 24, 1969 to March 8, 1970

The following table exhibits the classic growth curve of successful TV shows. That is, it builds early, drops slightly, then climbs rapidly to a high plateau-level. However, the following factors should be kept in mind when judging these ratings:

1. According to Nielsen, 90% of the homes reached were the target audience in terms of age of child for the two weeks ending December 7, 1969. We assume that this percentage holds true for any period.

2. Assuming a preschool child is watching, there is a 50% chance that more than one preschool child is watching.

3. These figures do not include children in day-care centers who watch the show. Audience Development Research, reported elsewhere in this report, indicates that around 50% of all children in day-care centers in the New York City metropolitan area watch the show at the center.

Nielsen Television Index
"Sesame Street" Ratings

Date	Total Audience in thousands*	Average Audience in thousands*
Nov. 24 - 30, 1969	1,580	1,110
December 1 - 7	2,220	1,640
December 8 - 14	1,930	1,460
December 15 - 21	1,930	1,520
January 12 - 18, 1970	2,870	2,160
January 19 - 25	2,930	2,220

Date	Total Audience in thousands*	Average Audience in thousands*
January 25 - February 1	2,930	2,160
February 2 - 8	3,100	2,400
February 9 - 15	2,750	2,110
February 16 -22	2,930	2,160
February 23 - March 1	2,980	2,280
March 2 - 8	2,930	2,280

c. Nationwide Index for Four Weeks, ending February 8, 1970, by Income Groups.

This special Nielsen tabulation isolates only the homes with children under six years, and shows the spread between upper income and lower income homes.

Average Audience as Percent of Total Population
(4 weeks ending February 8, 1970)

Total U.S.	3.8%
Total homes with children ages 2 - 6 years	15.1%
Children of ages 2 - 6 years by income	
Under $7,999	11.7%
Over $8,000	17.4%

d. Boston Area Index for February 1970

These Nielsen figures are for Boston, February 1970.

*Based on 58.5 million TV households.

"Sesame Street"

Time	Per cent share of households tuned to TV in Boston Area	Total Viewers	Number of Children*
10:00 a.m.	38%	---	---
10:30 a.m.	33%	171,000	---
4:00 p.m.	---	272,000	247,000
4:30 p.m.	---	292,000	268,000

G. Arbitron Audience Estimates, American Research Bureau, New York Area Weekly Report

1. Conducted in New York City

2. Not commissioned by CTW

3. Date of Report: November 1969

4. Summary

Arbitron is similar to Nielsen in many characteristics. A rating of the popularity of a TV show on a VHF station is compiled by taking a non-random non-systematic survey. In the New York Metropolitan Area (17 counties), 398 TV sets in 255 homes are fitted with special tuning devices that feed into a central computer. Thus the exact number of homes watching any particular show at any time can be recorded. These homes, although not randomly selected, do represent an ethnic and socio-economic cross section of viewers. Since continuous feed-back is supplied to the computer, quite sophisticated measurements can be achieved. Arbitron accrues ratings by quarter-hours, meaning that for any period of 15 minutes, the computer records the total number of minutes that a TV

*Does not reflect school or day-care groups.

set is tuned to a particular VHF channel. For example, if a set is tuned to WNDT Channel 13 for 7½ minutes of a particular 15-minute segment, then WNDT is credited with only half a viewer as opposed to a whole viewer. Also those 7½ minutes do not have to be continuous; they can be broken up into two or more time sequences.

Arbitron, as mentioned above, only deals with VHF stations. Consequently, "Sesame Street's" popularity on the numerous UHF stations in the metropolitan area was not measured. Also the figures presented here are for the first week's broadcasting of the show and do not include viewers picked up on WPIX Channel 11 later in the season.

These ratings measure the average percentage of 398 TV sets tuned to "Sesame Street" in quarter-hour segments.

Arbitron Audience Estimates
New York Area Weekly Report
November 10 - 14, 1969

Starting time of quarter hour segments	Percentage of all TVs which are tuned to WNDT Channel 13						3-weeks average prior to show
	M	T	W	Th	F	Average for Week	
11:30 a.m.	1.7	3.2	3.4	0.8	1.8	2.2	1.0
11:45 a.m.	1.7	3.5	3.5	1.0	3.4	2.6	1.1
12:00 Noon	3.7	4.9	4.7	3.5	1.2	3.6	3.9
12:15 p.m.	2.5	4.2	3.0	1.6	4.9	3.2	1.1
4:30 p.m.	3.2	3.9	3.6	3.9	5.2	4.0	0.7
4:45 p.m.	4.4	4.1	5.0	5.0	5.5	4.8	1.1
5:00 p.m.	3.8	3.4	5.1	6.1	6.1	4.9	1.8
5:15 p.m.	4.0	3.5	5.0	5.0	4.2	4.3	2.2

H. "Audience Survey, Inner-City and Disadvantaged Areas", WGBH-TV Audience Survey, conducted by Gwen Peters

1. Conducted in Boston

2. Not commissioned by CTW

3. Date of Report: January 23, 1970

4. Summary

In December of 1969, WGBH-TV mailed questionnaires to all schools registered by the state of Massachusetts in the WGBH area. They also attempted to reach all unregistered schools. The sources for the list of unregistered schools included word of mouth contacts, field workers and parents. On the list were day-care centers, nursery schools and public schools. In the Boston area, children are admitted to kindergarten as young as four-years and three-months old.

The following towns, all in the WGBH area, have a large segment of disadvantaged and welfare families. The figures below indicate the number of children watching the series in day-care centers, community centers, public schools, etc.

Town	Number of Centers	Number of Children
Boston	150	5,509
Brockton	10	600
Cambridge	16	200
Everett	4	260
Fall River	7	250
Leominster	4	438
Lawrence	5	266
Lowell	11	510
Lynn	12	430
New Bedford	25	1,855
Quincy	7	905
Revere	4	581
Worcester	5	565
TOTAL	260	12,369

I. Metropolitan New York Public School Utilization Survey, Conducted by the Children's Television Workshop Utilization Department, Evelyn P. Davis, Director.

A questionnaire was mailed to the elementary schools of New York City asking them about the availability of television sets in the schools and the use of "Sesame Street." As of March 1970, 346 elementary schools had answered. The results are summarized as follows:

Does your school have television sets?

Yes - 327

No - 13

Are they available for classroom use from kindergarten through the second grade?

Yes - 290

No - 18

Do you show "Sesame Street?"

Yes - 231 (69%)

No - 91 (27%)

Sometimes - 15 (4%)

CHANNEL 13 - 176

CHANNEL 11 - 157

SUMMARY

Title and Date	Surveyor	Purpose	Character of Sample	Size of Sample	Availability	Penetration
A. "Role and Penetration of S/S in Ghetto Communities." 1. Bedford Stuyvesant, Brooklyn, N.Y. April 1970	Daniel Yankelovich, Inc.	1. Definitive and Reliable Reading on Penetration in low-income areas. 2. Serviceability of show to underprivileged ghetto children.	1.Ages 2-5 yrs. 2.Not in school 3.TV in working order.	500 households, (611 children).	VHF Channel 9:00 am 11 11:30 " 13 4:30 pm 13 UHF Channel 9:30 am 25 10:00 am 31 5:30 pm 21 Sat. 8:00 am-1:00 pm on Channel 13	91% penetration
2. East Harlem Manhattan, NYC April 1970	Daniel Yankelovich, Inc.	1. Same as above 2. " " " 3. Effect of Spanish-speaking households on (1) and (2).	1. Same as above 2. " " " 3. " " " 4. Spanish-speaking household.	100 households.	Same as above	78% penetration 91% of viewers watch three or more times per week.
3. Washington, D.C. April 1970	Daniel Yankelovich, Inc.	1. Same as above 2. Effect of UHF transmission. 3. Reactions to the program.	1. Same as above 2. " " " 3. " " "	297 households.	VHF Channel None UHF Channel 9:00 am 26 4:00 p.m. (WETA) Sat. 8:00 am-2:00 pm. Sun. 7:00 pm	32% penetration 66% of viewers watch four or more times per wk. (20% have no UHF)

(Con't.)

Title and Date	Surveyor	Purpose	Character of Sample	Size of Sample	Availability	Penetration
4. Chicago, Ill. May 1970	Daniel Yankelovich, Inc.	1. Penetration of show in city only serviced by educational TV transmission and not supported by any extensive utilization program.	1. Same as above 2. " " " 3. " " "	307 households.	VHF Channel 9:30 am 11 3:30 pm 11	88% penetration 50% of viewers watch daily.
B. "Sesame Street: Is the Inner City Watching?" Philadelphia, Pa. May 1970	Susan C. Greene, University of Pa., Master's Thesis.	1. Attractiveness of S/S to low-income minority groups. 2. Penetration in inner-city ghetto,	1. Ages 2-5 yrs. 2. Not in school 3. TV in working order.	252 households, (370 children).	VHF Channel 9:00 am 12 (WHYY) 4:00 pm 12	72% penetration 86% four or more times per week.
C. Audience Development Research New York City, New Jersey and Connecticut February 1970	CTW's Utilization Dept. Melba Taylor and Bruce Samuels.	1. Penetration of show in schools & at home. 2. Teachers' evaluation of show. 3. Availability of TV in schools. 4. Use of S/S guide, etc.	1. Ages 3-5 yrs., plus K - 3rd grade in school testing service. 2. In pre-school or elementary school.	170 schools (12,453 children)	<u>NYC and N.J.</u> VHF Channel 9:00 am 11 11:30 " 13 4:30 pm 13 UHF Channel 9:30 am 25 10:00 " 31 5:30 pm 21 Sat. 8:00 am-1:00 pm on Channel 13	50% in school (27% of schools had no TV)

Title and Date	Surveyor	Purpose	Character of Sample	Size of Sample	Availability	Penetration
					CONNECTICUT UHF Channel Bridgeport WEDW 29 Hartford WEDH 24 Norwich WEDN 53	
. "The First Year of Sesame Street: An Evaluation" 1. Durham, N.C. 2. Boston, Mass. 3. Phoenix, Ariz. 4. Rural California. November 1969 - May 1970.	Educational Testing Service Princeton, N.J. Samuel Ball Gerry Ann Bogatz	Achievement Testing	1. Ages 3-5 yrs. 2. Not in school 3. TV in working order. 4. Lower socio-economic levels.	287 children (not encouraged to watch).	VHF in all cities. Durham, N.C. 10:00 am 5:00 pm WUNC 4 Boston, Mass. 10:00 am 4:00 pm WGBH 2 Phoenix, Ariz. 3:00 pm KAET 8	53% penetration 32% four or more times per week.

Title and Date	Surveyor	Purpose	Character of Sample	Size of Sample	Availability	Penetration
					California 1. Redding 11:30 am 4:00 pm KIXE 9 2. Sacramento 9:00 am 4:00 pm KVIE 6	
E. Miscellaneous Surveys 1. "Main Street" Charlottesville, Virginia April 1970	College class project, University of Virginia	1. Penetration measurement to determine if underprivileged preschool children watch "Sesame Street."	1. Ages 2-6 yrs. 2. At home (see body of report)	75 households	Cable TV - UHF 8:00 am 6:30 pm Richmond WCVE	53% penetration 63% of viewers watch 5 times or more per week. 42% of target audience (families with incomes of less than $100/wk. watch "Sesame St."
2. "Viewing of 'Sesame Street' in Milwaukee" November 1969	Charles M. Rossiter, Jr. and Nemi C. Jain (faculty members of the University of Wisconsin)	To determine: 1. Awareness and viewing patterns of "Sesame Street" 2. Information-relay behavior of those who are aware of the show.	Milwaukee, Wisc. households.	134 households	VHF Channel 10 (WMUS) 11:30 am 4:00 pm	69% penetration 59% watch 5 or more times per wk.

Title and Date	Surveyor	Purpose	Character of Sample	Size of Sample	Availability	Penetration
		3. Audience opinion of "Sesame Street."				
F. Nielsen Television Index. 1. "Sesame Street" Ratings by Income Groups January 27, 1970	A.C. Nielsen Company, New York City Ralph T. Clausen	To determine audience penetration by income groups.	58.5 million nationwide TV households.	58.5 million households.	177 nationwide TV stations.	composite audience: 2.3 per cent of 58.5 million households.
2. Nationwide Index November 24, 1969 to March 8, 1970	A.C. Nielsen Company New York City	To determine nationwide audience penetration.	58.5 million nationwide TV households	58.5 million households	177 nationwide TV stations.	Average Audience in thousands: 1,110 to 2,400
3. Nationwide Index for Four Weeks, ending February 8, 1970 by Income Groups. February 8, 1970	A.C. Nielsen Company New York City	To determine audience penetration by income groups in homes with children under 6 yrs.			177 nationwide TV stations.	

(Con't.)

Title and Date	Surveyor	Purpose	Character of Sample	Size of Sample	Availability	Penetration
4. Boston Area Index February 1970	A.C. Nielsen Company New York City	To determine audience penetration in Boston, Mass.	Boston, Mass. population.		VHF - Channel 2 (WGBH) 10:00 am 4:00 pm	Total viewers: 735,000
G. Arbitron Audience Estimates New York City Area Weekly Report November 14, 1969	American Research Bureau	To determine audience penetration for WNDT (Channel 13) for first week of "Sesame Street."	Ethnic and socio-economic cross section of 255 metropolitan homes.	255 households.	VHF - Channel 13 (WNDT) 11:30 am 4:30 pm	Weekly average percentage of TVs tuned to WNDT: Low - 2.2% High - 4.9%
H. "Audience Survey, Inner City and Disadvantaged Areas" Boston Area January 23, 1970	Gwen Peters	To determine audience penetration of "Sesame Street" into schools for 3- to 5-year-old children.	Preschool children in school setting.	260 schools (12,369 children).	VHF - Channel 2 (WGBH) 10:00 am 4:00 pm	100% penetration All children (12,369 watched the show)
I. "Metropolitan N.Y. Public School Utilization Survey." New York City April 30, 1970	Utilization Department of Children's Television Workshop Evelyn P. Davis, Director	To determine the penetration of "Sesame St." into elementary schools in metropolitan N.Y.C.	Elementary school children. Grades: kindergarten thru second grade.	346 schools	VHF Channel 9:00 am 11 11:30 " 13 4:30 pm 13 UHF Channel 9:30 am 25 10:00 am 31 5:30 pm 21 Sat.8:00 am-1:00 pm.on Channel 13	73% of the school view "Sesame St." regularly or sometimes.